

The Sophos Managed Service Provider Program

For years, Sophos has been engaging with managed service providers (MSP) on e-mail filtering. Now you can extend the range of managed services you offer to include endpoint security. The Sophos MSP program provides you with an opportunity to profitably increase your services revenues. Becoming a Sophos MSP is easy—and soon, offering your customers a higher level of service and best-in-class protection will be too.

Extend Your Service Offerings

With the Sophos MSP program, you can offer your customers ongoing services that fall outside of traditional infrastructure monitoring and maintenance—and extend into endpoint security, including:

- » Remotely monitoring and managing your customers' endpoint protection
- » Ensuring necessary reports are in place for regulatory compliance
- » PC firewall and other monitoring
- » Helping customers proactively leverage available product features

By providing managed service contracts for endpoint security, you'll become an even more important extension of your customers' IT departments, resulting in:

- » Longer business contracts and increased customer loyalty
- » The ability to interact with and influence customers' security decisions
- » Recurring revenue and increased average revenue per user (ARPU)
- » A more predictable business model
- » Less competition and improved account control

Optimize Your Profitability

Our MSP program is designed to help optimize your profits:

- » **Special, volume-based pricing:** Because you're technically certified and licensing larger, ongoing contracts, we can offer you volume discounts.

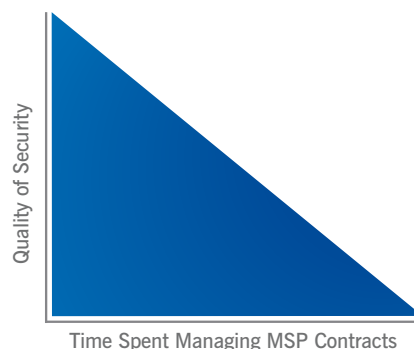
- » **Higher profitability:** Because you're backed by the best security available—including the lowest number of false positives in the industry—you'll spend less time managing your customers' security infrastructure.
- » **Increased cash flow:** The MSP licensing model gives you the choice of paying Sophos on a yearly or monthly basis.

The Sophos Difference

Few security vendors can offer you this winning combination of e-mail filtering and endpoint security managed services. What's more, other vendors want to charge you extra for technical support. As a Sophos MSP, you're part of the Sophos family, and your call is always answered within minutes by our best security experts. There's no additional charge and the issue will almost always be resolved in the same phone call.

Of course, your chances of needing our support are greatly reduced compared with other products. That's because our solutions are engineered to the highest quality standards, and SophosLabs ensures that your customers are constantly guarded against the latest malware attacks.

With Sophos best-in-class security, you'll spend less time managing systems and addressing product issues.



Everything You Need to Succeed

We make it easy to offer managed security services by supporting you with:

- » Resources covering the monitoring of customers' Sophos security solutions through common, third-party remote monitoring platforms
- » MSP-specific deployment documentation to help you get up and running more efficiently
- » Tools for packaged MSP deployment using just one file
- » A wealth of industry-source content to help get your MSP business off the ground

Reliable Support

Our technical certifications will give you the expertise to manage most issues with confidence. But when you do need help, you'll still get the best-in-class 24x7 support you're used to from Sophos. In short, we have you and your team covered.

Tailored Marketing

As an MSP, your clients will recognize your expertise in the IT industry. Your prospective clients will see it, too, because Sophos offers:

- » Cobranding and designation as a Sophos MSP
- » Special MSP marketing programs to help you sell managed services to existing customers and attract new ones

Give Your End Users Peace of Mind

Offer your customers turnkey managed services for gateway or endpoint security and you'll make their IT department look bigger – and your client will look like a hero. That's because the experts on your team will be able to deliver:

- » After-hours coverage by security experts
- » A lower total cost of ownership
- » Predictable IT security costs

Program Requirements

Your business has to meet certain prerequisites to become a member of the Sophos MSP program. These criteria are:

- » Enrollment in the existing Sophos partner program
- » Technical certifications for the products you offer to manage
- » Infrastructure and monitoring capabilities that include:
 - A secure method of accessing your clients' network, such as a virtual private network (VPN)
 - A system platform that allows you to collect data, report on it, and send alerts to customers
 - Appropriate staffing (for example, 5 staff members if you're offering 24x7x365 support)
 - The means to keep customer data segregated, secure, and in compliance with all applicable regulatory requirements

For More Information

Visit partners.sophos.com or contact your channel account team at Sophos.